TO: Dr. R. M. Ikeda April 4, 1968

FROM: J. E. Wickham

SUBJECT: Ranking of Brands of FTC Tar

The attached tables list the brand rankings by FTC tar for the brands which have been tested and those which are being tested by the Federal Trade Commission (FTC).

Table I is the Philip Morris data of the original 59 brands tested by the Federal Trade Commission; whereas, Table V is the data on the same brands published by the Federal Trade Commission.

Table II lists the Philip Morris data on the 68 brands picked up in February by the Federal Trade Commission; however, they have not published any data on these brands as yet.

Table III lists all the brands included in Tables I and II from low to high FTC tar values based on Philip Morris data. Table IV lists all the brands included in Tables II and V. This is a mixture of Philip Morris data (Table II) and Federal Trade Commission data (Table V).

These tables were prepared in an attempt to show how Philip Morris brands would rank in a published report by the Federal Trade Commission. The ranking may differ due to differences in samples. The Philip Morris data are based on samples picked up through our C.I. Program; whereas, the Federal Trade Commission data is based on a fifty city retail outlet pickup.

JEW:rab

cc: H. Wakeham (1)
R. B. Seligman
F. E. Resnik (1)
R. N. Thomson
Sample Room

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